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# ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: **MARKETING MANAGEMENT**

Time: 3 Hours

Course: **BBA**  
Full Marks: **70**  
Pass Marks: **28**

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & D** are compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

## PART A

**Q.1) All question are compulsory:**

**A. State whether the following statements are true or false:-**

(1X10=10)

- Marketing refers to sale of product.
- Modern concept of marketing is product oriented.
- Social concept of marketing was given by Philip Kotler.
- Physical distribution is the basic element of marketing Research.
- Channels of distributions are known as Trade Channel.
- The choice of marketing mix not depends upon marketing objectives.
- Marketing research is a scientific process.
- Price is an important element of marketing mix.
- Pricing policy is not essential for a firm.
- Sub-division marketing is called as marketing Segmentation.

**B. Answer in brief the following questions:**

(2x5 = 10)

- Explain the important of marketing in developing economy.
- What is product?
- Explain the term marketing.
- Explain the elements of promotion-mix.
- Define the term advertising.

## PART B

**Q.2) Answer any four questions:**

(5x4=20)

- Differentiate between selling and marketing.
- Discuss the important functions of wholesalers.
- What do you mean by communication?
- Distinguish between agent middle men and merchant middlemen.
- Explain the characteristics of marketing.
- What is marketing research?

## PART C

(10x3=30)

Answer any three Questions.

- Q.3) Discuss the nature, scope and functions of marketing management.
- Q.4) What is marketing segmentation? Explain its significance in marketing.
- Q.5) explain the various factors affecting product decisions.
- Q.6) explain the various factors affecting choice of marketing channel.
- Q.7) what is Sales Promotion? Explain its merits and demerits.
- Q.8) Discuss the various objectives of communication.



# ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: BUSINESS AWARENESS

Time: 2 Hours

Course: BBA/B.COM

Full Marks: 35

Pass Marks: 14

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & C** are compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.

## PART A

### Q.1) Multiple Choice Questions:

(10x1=10)

- 1) Consultancy (offering advice to business) falls under which sector?
  - a. Primary
  - b. Secondary
  - c. Tertiary
  - d. Quaternary
- 2) Agriculture is the primary source of livelihood for about \_\_\_\_\_ percent of India's population.
  - a. Fifty eight
  - b. Fifty six
  - c. Sixty three
  - d. Thirty eight
- 3) A company can search for new users among:
  - a. Those who might use it but do not
  - b. Those who have never used it
  - c. Those who live elsewhere
  - d. All of the above
- 4) Companies market share can be increased with:
  - a. Innovation
  - b. Strengthening customer relationship
  - c. Both (a) and (b)
  - d. None of the above
- 5) "Nothing official about it" PepsiCo countered Coco-Cola with this statement when it partnered with world cup. What strategy is it?
  - a. Bypass Attack
  - b. Guerrilla Attack
  - c. Both (a) and (b)
  - d. None of the above
- 6) Examples of STAR Sports, ESPN, STAR Cricket and Fox Sports fall under \_\_\_\_\_
  - a. Market challengers
  - b. Market niches
  - c. Market followers
  - d. Market leader

- 7) SUV stands for:
- Simple utility vehicle
  - Strong utility vehicle
  - Sport utility vehicle
  - None of the above
- 8) "Passion for Life" is tagline for which automobile brand?
- Toyota
  - Hyundai
  - Audi
  - Renault
- 9) Market leader in hair oil segment in India
- Marico
  - Dabur
  - Himalya
  - None of these
- 10) Which of these is a growth drive for FMCG
- New product launches
  - Increasing consumer demand
  - Growing rural markets
  - All of the above

### PART B

Q2) answer any four:

(4x5=20)

- Define Sector. Explain all the general sectors with suitable examples.
- Mention some of the recent major government initiatives in the Agricultural sector.
- Explain the Attack strategies used by the Market Challengers. Give suitable examples.
- Describe Porter's Five Forces Framework with reference to Dominos in Indian market scenario.
- Name the major players in FMCG market. List two impacts of GST on the FMCG sector.
- Name the key brands under Volkswagen.

### PART C

Q.3) Explain the reasons behind the declining market share of Mahindra.

(1x5=5)



# ARKA JAIN University, Jharkhand

3rd Semester Final Examination - 2018-19

Subject: Managerial Accounting

Time : 3 Hours

Course: BBA

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

## PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(10x1=10)

- To calculate Working capital we need
  - Current Asset + Current Liability
  - Current Asset - Current Liability
  - Non- Current Asset + Non- Current Liability
  - Goodwill + Trademark
- In common size statement of profit and loss the percentage of Revenue from operation is
  - 25%
  - 50%
  - 75%
  - 100%
- Ideal Acid Test ratio is
  - 1:1
  - 1.25:1
  - 1.50:1
  - 1.75:1
- What will be the Earnings per share if number of equity share is 1,00,000 and PAT is 1,15,000
  - Rs 115
  - Rs 11.50
  - Rs 1.15
  - None of these
- Assets purchased is shown in Fund Flow statement as
  - Changes in working capital
  - Application of Fund
  - Source of Fund
  - Not shown in fund flow statement
- Highly liquid investments that are readily convertible into known amount of cash
  - Cash equivalent
  - Cash at bank
  - Cash in hand
  - Bank Overdraft

- g) If the balance of provision for taxation as on 31-3-2018 is 1,00,000 and on 1-4-2017 is 80,000
- Tax paid during the year is 20,000
  - Tax paid during the year is 80,000
  - Tax paid during the year is 1,00,000
  - No tax paid during the year
- h) Rate variance is calculated as
- Actual time X (Standard rate – Actual rate)
  - Standard rate X ( Actual time – Standard time)
  - Actual rate X ( Actual time – Standard time)
  - None of the above
- i) Cash Flow statement is prepared based on
- Accounting Standard - 3
  - Accounting Standard - 6
  - Accounting Standard - 16
  - Accounting Standard -26
- j) Standard cost are helpful in control process as these help to locate
- Depreciation
  - Destruction
  - Damage
  - Deviations

**B] Short Answer Type**

(5x2=10)

- How is current ratio calculated?
- What is calendar variance?
- What is investing activity in relation to cash flow?
- State any two objectives of comparative statements.
- State with reasons how will the following impact working capital
  - Cash collected from bills receivable
  - Payment of bonus shares

**PART B**

Q2.) Answer any four:

(4x5=20)

- Current ratio is 3:1 and current asset is 4,80,000. How would the following impact the current ratio
  - Stock of 40,000 was sold for 50,000 on credit
  - A credit purchase of furniture for 30,000
  - A debtor who owed 15,000 paid the full amount by a cheque.
- Prepare a common size balance sheet (Asset side only)

Particulars	31-03-2018	1-04-2017
Non Current Assets		
Fixed Assets		
Tangible	6,40,000	5,00,000
Intangible	2,80,000	2,60,000
Non Current Investment	1,20,000	1,40,000
Long term loans and advances	60,000	65,000

Current Assets		
Investment	90,000	70,000
Inventories	1,10,000	80,000
Trade receivable	45,000	40,000
Cash and bank balance	35,000	30,000
Other current assets	20,000	15,000
<b>TOTAL</b>	<b>14,00,000</b>	<b>12,00,000</b>

- iii) The standard labour rate to produce an article is Rs 5 per hour and the standard output is 10 units per hour. During the week the actual wages amount to Rs 1320 for 240 hours. Actual output is 2,250 units. Calculate i) Labour Cost Variance      ii) Labour Rate Variance  
iii) Labour Efficiency Variance
- iv) What are profitability ratios ? Explain any four such ratios.
- v) What do you mean by fixed overhead variance? Explain the two types of fixed overhead variance.
- vi) From the information given below calculate cash flow from operations

Particulars	31-03-2018	1-04-2017
General Reserve	1,25,000	1,00,000
Statement of Profit and Loss	1,40,000	1,00,000
Furniture	30,000	50,000
Machinery	1,40,000	1,25,000
Debtor	36,000	30,000
Creditor	24,000	20,000
Bills Receivable	12,000	15,000
Bills Payable	10,000	12,000
Inventory	50,000	42,000
Outstanding Salary	8,000	4,000

### PART C

Answer any Three:

(3x10=30)

Q3.) Explain clearly the four different steps involved in calculating cash flow from operating activities according to Accounting Standard (AS-3).

Q4.) a) Can taxes be identified with investing and financing activities? (2)

b) From the following information calculate cash flow from investing activity (show the calculations clearly)

(8)

Particulars	31-03-2018	1-04-2017
Machinery	4,60,000	4,00,000
Accumulated Depreciation	1,40,000	1,20,000
Furniture	60,000	85,000
Goodwill	90,000	30,000
Land	5,00,000	2,80,000

- i) During the year machinery valued 75,000 accumulated depreciation 25,000 sold for 45,000  
ii) Depreciation on furniture is 10,000 and Amortization of goodwill is 10,000

- iii) Appreciation of land is 2,00,000  
 iv) Loss on sale of furniture is 2,000

Q5.) Calculate and comment on which company is better using  
 i) Debt/Equity ratio  
 ii) Proprietary Ratio  
 iii) Interest Coverage ratio  
 iv) Return on Capital employed

	ABC Ltd	XYZ Ltd
Equity Shares (Rs 10 each)	5,00,000	1,25,000
10% Preference Share	3,00,000	1,00,000
12% Debenture	4,00,000	1,50,000
General Reserve	1,20,000	45,000
Statement of Profit and Loss	80,000	30,000
Current liabilities	3,00,000	40,000
Current assets	4,50,000	50,000
Non Current assets	12,50,000	4,50,000

Q6.) Prepare a fund flow statement

Particulars	1-01-17	31-12-17	Particulars	1-01-17	31-12-17
Share Capital	1,00,000	1,25,000	Goodwill	-----	2,500
General Reserve	25,000	30,000	Building	1,00,000	95,000
Profit & Loss A/c	15,250	15,300	Plant	75,000	84,500
Bank Loan	35,000	67,600	Stock	50,000	37,000
Creditors	75,000	-----	Debtors	40,000	32,100
Provision for tax	15,000	17,500	Cash	250	300
			Bank	-----	4,000
	2,62,250	2,55,400		2,62,250	2,55,400

- i) Dividend of 11,500 was paid  
 ii) Depreciation on plant was 7,000  
 iii) Income tax provision made during the year was 16,500

Q7.) a) What is standard costing? Explain any four objectives of standard costing. (5)

b) Standard material for 80 Kgs of finished goods 100 Kgs  
 Rate Per Kgs Rs 4.00  
 Actual finished product 48,000 Kgs.  
 Actual material used 56,000 Kgs  
 Total material cost Rs 2,10,000  
 Calculate i) Material Cost Variance ii) Material Quantity Variance and iii) Material Price Variance

Q8.) Prepare a common size revenue statement

Particulars	1-01-2017	31-12-2017
Revenue from Operations	12,00,000	15,00,000
Other Income	45,000	60,000
<b>TOTAL REVENUE</b>	<b>12,45,000</b>	<b>15,60,000</b>
<b>EXPENSES</b>		
Cost of material used	6,45,000	8,12,500
Purchase of stock in trade	1,35,000	1,63,000
Employees benefit expenses	1,20,000	1,50,000
Finance cost	75,000	90,000



Depreciation and Amortization	62,500	81,500
Other expenses	17,500	28,000
TOTAL EXPENSES	10,55,000	13,25,000
PROFIT BEFORE TAX	?	?
TAX (40%)	?	?
PROFIT AFTER TAX	?	?



# ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject : IT for Manager

Time : 3 Hours

Course: BBA

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
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## PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

1. It is possible to \_\_\_\_\_ a data source before performing a merge.
  - a) Create
  - b) Modify
  - c) Sort
  - d) All of the Above
2. The numeric data entered in the worksheet is \_\_\_\_\_ aligned by default.
  - a) Left
  - b) Right
  - c) Center
  - d) Top
3. Merge cells option can be applied from
  - a) Format cells dialog box Alignment Tab
  - b) Formatting Toolbar
  - c) Both of above
  - d) None of above
4. Which of the following is graphic solution for Word Processors?
  - a) Clipart
  - b) Word Art
  - c) Drop Cap
  - d) All of Above
5. You can open the Sort dialog box by choosing Sort from the ..... menu
  - a) View
  - b) Format
  - c) Tools
  - d) Data
6. Which symbol must all formula begin with?
  - a) =
  - b) +
  - c) #
  - d) @

7. Which file format can be added to a Power Point Show?  
a) .jpg  
b) .giv  
c) .wav  
d) All of the above
8. HTML is what type of language?  
a) Scripting Language  
b) Markup Language  
c) Programming Language  
d) Network Protocol
9. Correct HTML tag for the largest heading is  
a) <head>  
b) <h6>  
c) <HEADING>  
d) <h1>
10. Fundamental HTML block is known as \_\_\_\_\_.  
a) HTML BODY  
b) HTML TAG  
c) HTML ATTRIBUTE  
d) HTML ELEMENT

**B] Very Short question**

(5x2=10)

11. What happens to files you have dropped in the Recycle Bin?  
12. How can you change the desktop wallpaper?  
13. What is the difference between moving and copying a file?  
14. How do differ the files and folders.  
15. How to restore items using Recycle Bin?

**PART B**

**Q2. Answer any four:**

(4x5=20)

1. Write a simple HTML Script for displaying "Hello World" on the screen.  
2. What is a chart and explain different steps for inserting a chart in Excel.  
3. What are the features of MS Access? Explain how to create a database in MS Assess 2007?  
4. Explain Formatting text in Power Point presentation.  
5. What is Mail merge? Explain how to justify the word text in MS Word 2007?  
6. How you can change the text alignment and what are its steps are followed in Ms Word 2007?

### PART C

Q3. Answer any three:

(3x10=30)

1. Write formulas for the operations (a) – (d) based on the spreadsheet given below along with the relevant cell address: write your Answer step-by-step.

	A	B	C	D	E	F	G
1	SNO	Name	Science	Maths	Computers	Total	Average
2	1	Swati	70	80	87	--	--
3	2	Shruti	90	98	89	--	--
4	3	Neelu	90	90	98	--	--
5	4	Rosy	60	76	79	--	--
6	5	Shreya	50	45	67	--	--
7	Max				--		
8	Total		--				

- (a) To calculate the Total Marks as sum of Science, Maths & Computers for each student and display them in column F.
- (b) To calculate the average marks for each student and display them in column G.
- (c) To calculate the highest marks in Computers and display it in cell E7.
- (d) To calculate the total number of students appearing for the Science test and display it in cell C8.
- (e) To create a Chart from the above table.
2. Explain the following in the context of internet and its applications:
- Security threats on internet
  - E learning processes.
  - Message switching
  - Simplex transmission
3. What do you understand by operating system? What are the facilities provided by a modern operating system?
4. Discuss the function of a CPU. What are the main sections of a CPU? Discuss the function of each section.
5. Write the short notes on
- Expert System,
  - Artificial Intelligence,
  - Information Super Highways.
6. Write notes on Bullets, numbering, Clip Art, Borders, and shading in Ms Word 2007.



## ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018 – 19

Subject : H.R.M.

Course : B.B.A.

Time : 3 Hours

Full Marks : 70

Pass Marks : 28

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### PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- a) Personnel Management is concept which treats manpower as –
- Machines
  - Assets
  - Liabilities
  - None of These
- b) The details and amount of salary/ C.T.C. given in a job is a part of -
- Job Description
  - Job Specification
  - Both of these
  - None of These
- c) Polygraph Test is intended for -
- Handwriting
  - Lie Detection
  - Medical Examination
  - Psychometric Evaluation
- d) Dry Promotion is method of -
- Promotion
  - Recruitment
  - Induction
  - None of the above
- e) Which of the following is method of Performance Appraisal?
- Critical Incident Method
  - Forced Distribution Method
  - Both of the above
  - None of the above
- f) Time Rated System and Piece Rated System are methods of -
- Recruitment
  - HRP
  - HRD
  - Wage Payment

- g) AITUC Stands for -
- i) All India Trade Union Committee
  - ii) All India Trade Union Code
  - iii) All India Trade Union Concept
  - iv) All India Trade Union Congress
- h) According to Factories Act, 1948, an Adolescent is -
- i) One who has attained 18 years of age or above
  - ii) One who has not attained 18 years of age
  - iii) One who has completed 15<sup>th</sup> Year of Age but not completed 18 years of age.
  - iv) None of the above
- i) Adjudication is a method of -
- i) Settlement of Disputes
  - ii) Wage Fixation
  - iii) Performance Appraisal
  - iv) Job Evaluation
- j) A Muster Roll is -
- i) A Planning Sheet
  - ii) Organizational Goal Sheet
  - iii) K.R.A.
  - iv) None of these

**B] Very Short question**

**(5x2=10)**

1. What do you mean by H.R.P? Explain in brief.
2. Describe the typical Organizational Structure of an H.R. Department.
3. Comment on the Objectives of Merit Rating.
4. Differentiate between fatigue and boredom.
5. Explain in brief, the concept and process of Employee Services.

**PART B**

**Q2. Answer any four:**

**(4x5=20)**

- i) Explain, in detail, the roles of an H.R. Manager.
- ii) Differentiate between Recruitment and Selection? Give a suitable example.
- iii) What is Induction? Explain its steps and benefits.
- iv) Explain, with examples, the different tools of Performance Appraisal.
- v) Elaborate the steps of formation of Trade Unions.
- vi) What do you understand by H.R. Audit? Explain.

PART C

Answer any three:

(3x10=30)

Q.3) Elaborate and Explain, with examples, the different methods of Selection used during a recruitment drive.

Q.4) Define Training and Development. Discuss the objectives, advantages and methods of Training and Development.

Q.5) What do you mean by Job Evaluation? Explain its stages and their drawbacks with suitable examples.

Q.6) Discuss, in detail, the mechanism of "Settlement of Disputes" with appropriate examples wherever applicable.

Q.7) What are the powers of Inspector of Factories according to Factories Act, 1948?

Q.8) Explain the role of different authorities under the Industrial Disputes Act, 1947.



# ARKA JAIN University, Jharkhand

3rd Semester Final Examination - 2018-19

Subject : Business Mathematics and Statistics  
Course : BBA  
Time : 3 Hours

Full Marks : 70  
Pass Marks : 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts -A,B& C**
- **Part-A** is compulsory.
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## PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :(10x1=10)

- a) Coefficient of correlation ranges between
- 0 and 1
  - 1 and infinity
  - 1 and +1
  - infinity and + infinity
- b) If mode is 15 and median is 12, arithmetic mean will be ?
- 28
  - 15
  - 12
  - None of these
- c) Sum of square of deviation from mean will be
- Equal
  - Maximum
  - Minimum
  - None
- d) Find k for which the system of equations  $x + 2y = 3$ ,  $5x + ky = -7$  is inconsistent?
- 8
  - 10
  - 6
  - 10
- e) If  $a : b = b : c = 2 : 3$ , find  $a : b : c$ ?
- 2 : 3 : 4
  - 4 : 6 : 9
  - 4 : 5 : 8
  - 3 : 5 : 9
- (f) What percent of 7.2 kg is 18 gm?



- i) 25
- ii) 2.5
- iii) 0.25
- iv) 0.025

(g) Find the C. I. on Rs.5000 at 16 percent per annum for 1 year compounded half-yearly.

- v) Rs.862
- vi) Rs. 832
- vii) Rs. 864
- viii) Rs. 830

(h) Find the value of k for which  $9x^2+kx+1=0$  has both equal roots?

- i) +6
- ii) -6
- iii) +6 or -6
- iv) None of the above

(i) If one root of  $3x^2+11x+k=0$  be reciprocal of the other, find the value of k?

- i) 1
- ii) 2
- iii) 3
- iv) 4

(j) The value of the expression  $16x^2+24x+9$  for  $x = -3/4$  is

- i) 2
- ii) 1
- iii) 0
- iv) -1

**B] Very Short question**

(5x2=10)

- a) Thrice a number exceeds its three-fourth by 36. Find the number?
- b) Define Median
- c) The ratio of the sum and the product of the roots of  $7x^2 - 12x+18=0$  is
- d) If mode is 15 and median is 12, arithmetic mean will be ?
- e) The radius of a circle is increase by 5 percent. What is the increase percent in its area?

**PART B**

**Q2. Answer any four:**

(4x5=20)

- i) A mixture of 40 liters of milk and water contains 10 percent of water. How much water must be added to make the water 20percent in the new mixture?
- ii) What is dispersion? What are its measures?
- iii) Define Correlation? What are the types of correlation?
- iv) The ratio of numbers of girls and boys participating in sports of a school is 4:5. If the number of girls is 212, determine the number of boys participating in the sports.
- v) Following are the marks obtained by 10 students.  
50, 54, 56, 58, 59,,60 , 61, 62, 65,75

PART C

Answer any three:

(3x10=30)

Q.3) Find the Karl Pearson's coefficient of correlation from the following data :

X	11	10	9	8	7	6	5
Y	20	18	12	8	10	5	4

Q.4) Find out the mean from the following distribution:

Wages (Rs.)	10	20	30	40	50	60	70	80	90
No. of Workers	8	10	6	4	10	4	6	2	1

Q.5) In a mixture of 60 liters, the ratio of milk and water is 2:1. If the ratio of the milk and water is to be 1:2. Find the amount of water to be further added to?

Q.6) Draw a sub-divided bar diagram from the following data:

Items	Crops Production of Food grains ( in Million Tonnes)	
	2016-17.	2017-18
Wheat	79	102
Rice	71	86
Sugarcane	29	37
Total	182	225

Q.7) Statistics is said to be both Science and Art. Do you agree? Discuss the scope of statistics.

Q.8) What do you mean by the measures of central tendency? Explain the characteristics of the different measures.